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| TASK: INITIAL PLANNING | | | |
|  | | Discuss why you are holding the event, set objectives and decide how you will measure the success of your event | |
|  | | Think about what will motivate your intended audience to come to an event | |
|  | | Decide who will be on your project team (to plan and run the event). Nominate an event lead | |
|  | | Think about the scale of your event and what professional help may be available. Use the events flow chart / call the events team for more information. | |
|  | | Confirm overall budget & code (the events team can supply a budget template) | |
|  | | Discuss who will speak at your event / any key elements vital to its success | |
|  | | Set date (think about the timing and what will work for your audience/ find out from the events team what other events are happening on that day on campus, check room availability allow a long enough time for the event plus set up / pack down, pre and post event cleaning, check your key speakers availability) | |
|  | | Book room/s (*Event room/green room/catering space)* | |
|  | | Book speakers internal and external | |
| IN THE MONTHS LEADING UP TO YOUR EVENT | | | |
|  | | Read through the entire check list and allocate roles / responsibilities to the project team | |
|  | | Contact Design & Print to raise any print / design jobs needed e.g. Flyers, posters, props | |
|  | | Create invitation list (Postal? Email?) | |
|  | | Decide how are responses are to be collated & managed? Who will receive them?  Think about appropriate timings between save the date, invitation, follow up and confirmation e-mails. | |
|  | | Send out save the date (Postal? Email?) | |
|  | | Book a photographer (DPS can help with this) | |
|  | | Book entertainment if needed | |
|  | | The events team have some items which can be borrowed for events. These include  A-frames, University of Reading pull up banners and red tablecloths  Contact [events@reading.ac.uk](mailto:events@reading.ac.uk) to check availability and book in the items you need | |
|  | | Raise WRENs for the following by calling 7000 (have your project and cost code ready):   * Request moving of items (porters) * Clean the space before and after the event (cleaning) * Get Audio Visual support with microphones / powerpoint etc (AV team) * Permit to dig – if putting up a marquee | |
|  | | Allocate an event safety controller (usually the event lead) | |
|  | | Decide who will provide first aid cover? | |
|  | | Complete event notification form and risk assessment and submit them (this must be done at least 28 days before the event) | |
|  | | Send out invitations / covering letter / additional information to guests. Don’t forget to include questions on how people are arriving, if they have any dietary / access requirements etc. Make it clear if partners / colleagues can join them. | |
|  | | Sign off art work with DPS and once ready arrange collection | |
|  | | Book catering with [eat.bookings@reading.ac.uk](mailto:eat.bookings@reading.ac.uk) (if your event has catering it will need post event cleaning, Make sure that this is booked in) | |
|  | | Create skeleton running order & share with your team (template available from events) | |
|  | | If you have external speakers read the University speaker policy and decide if a form needs completing / action is needed. | |

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|  | ONE MONTH TO GO |
|  | Share the University’s External Speaker Policy with any external speakers |
|  | Confirm all travel, transport & accommodation with speakers and for your team |
|  | Confirm speaker audio visual requirements |
|  | Plan in rehearsal date with speakers if req. |
|  | Book any additional staff to help with the event |
|  | Book car parking spaces if necessary |
|  | Inform security of the event if appropriate (if you are borrowing event signage from the events team ask security if they can put it out on campus for you the night before your event and collect it back in after your event) |
|  | Inform catering of any dietary requirements your guests have |

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|  | ONE WEEK TO GO |
|  | Create a finalised running order |
|  | Send event information to speakers in the form of a speaker briefing (template available from events) |
|  | Send a detailed briefing document to all staff involved |
|  | Confirm any post event follow-up |
|  | Confirm the resource needed for your event |
|  | Confirm final numbers |
|  | Waiting list req? Communicate with audience |
|  | Collect/print name badges and all programmes/signs/handouts/banners |
|  | Complete rehearsal with speakers if necessary (before event on the day) |
|  | Arrange a time to meet the events team in the Miller building so you can prepare your A-frame signage (usually the day before the event) then let security know it is ready in the Miller foyer for collection |

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|  | ON THE DAY |
|  | Event Day Setup (security, AV, porters *room layout*, prior cleaning , room dressing) |
|  | Brief helpers on tasks/timings/contacts |
|  | Put out any internal signage incl. photo & video recording warnings |
|  | Preload slides/holding slide with H&S brief |
|  | Guest speaker arrival/hosting/housekeeping |
|  | Check event running order |
|  | Event close – host speaker to next destination |
|  | Supervise pack down; cleaners; security etc |
|  | Return items & return room to original layout |

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|  | EVENT FOLLOW UP |
|  | Guest thank you notes & survey sent |
|  | Event de-brief meeting/thank yous |
|  | Follow up info/social/press/video/photo |
|  | Collate feedback & audience data |
|  | Will event recur? Notes for improvement? |

## IT CAN BE USEFUL TO THINK THROUGH YOUR EVENT FROM A GUEST PERSPECTIVE TO HELP WITH PLANNING

Some questions to think about

* How will your intended audience find out about your event?
* What will motivate them to want to attend?
* How will they sign up / register?
* Will they receive confirmation of their place?
* What other information will they receive and when?
* Will you send them travel information including details on parking?
* When they arrive will there be signage out on campus so they know where to go?
* Who will greet them on arrival, will anyone be assigned to help with way finding?
* Where will they wait before the event starts?
* Will refreshments be provided?
* Will there be some where they can put their coats?
* Will they be signed in / given a badge on arrival, who will do this?
* Will you use a Health and safety slide at the start of your event to remind the audience about safety procedures and to turn phone off?
* Will the first speaker welcome them explain the sequence of activity and let them know about any pertinent housekeeping messages (e.g. Fire Alarms, filming)
* Will you give your guests any literature on arrival or departure?
* What messages do you want them to take away from the event?
* What actions would you like them to do following the event? Who will convey this to them?
* When they leave the event will it be dark? Is the lighting sufficient? Will it be easy for them to locate their cars or do you need some volunteers to help with wayfinding?
* Will you send a follow up email to say thank you and gather feedback?
* Will you add the attendees to a follow up list of contacts for future similar events?